

Message Text

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ORIGIN EUR-03

INFO OCT-01 ISO-00 /004 R

DRAFTED BY: EUR/SOV:MTDIXON:BG

APPROVED BY: EUR/SOV:WEDGAR

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FM SECSTATE WASHDC

TO AMCONSUL LENINGRAD

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FOLLOWING TEL SENT ACTION MOSCOW FROM SECSTATE DTD 17 DEC 1975 QUOTE

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E.O. 11652: N/A

TAGS: ETRO, UR

SUBJECT: PROPOSED "VISIT USA" PROGRAM FOR THE USSR

1. ON BEHALF OF THE WORKING GROUP ON TOURISM OF THE U.S.-USSR TRADE AND ECONOMIC COUNCIL, THE CHAIRMAN OF AMERICAN EXPRESS, HOWARD CLARK, HAS PROPOSED TO THE DEPARTMENT THAT A "VISIT USA" PROGRAM BE ESTABLISHED FOR THE SOVIET UNION.

2. WHILE WE RECOGNIZE THAT THE OPPORTUNITIES FOR EXPANDING SOVIET TOURISM TO THE U.S. ARE SEVERELY LIMITED, WE HAVE AGREED TO DISCUSS THIS IDEA FURTHER WITH AMERICAN EXPRESS AND OTHER REPRESENTATIVES OF THE U.S. TOURISM INDUSTRY AT A MEETING TO BE ORGANIZED EARLY NEXT YEAR. WHILE A "VISIT USA" PROGRAM WOULD BE OF NEGLIGIBLE COMMERCIAL VALUE, IT WOULD AT LEAST BE A USEFUL FORM OF FOLLOW-UP TO THE CSCE.

3. BEFORE HOLDING THIS MEETING, WE WOULD APPRECIATE EMBASSY'S REACTION TO THIS IDEA. WE UNDERSTAND THAT A
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COPY OF CLARK'S LETTER OF OCTOBER 30 TO THE SECRETARY WAS SENT TO THE AMBASSADOR, ENCLOSING A LIST OF SPECIFIC

PROPOSALS FOR IMPLEMENTATING SUCH A PROGRAM. EMBASSY'S
VIEWS ON THESE PROPOSALS WOULD BE PARTICULARLY USEFUL.

4. EMBASSY SHOULD BEAR IN MIND THE FACT THAT THERE IS
LITTLE CHANCE OF GETTING ADDITIONAL FUNDS FOR SUCH A
PROGRAM FROM WASHINGTON IN VIEW OF MARGINAL COMMERCIAL
IMPACT. INGERSOLL UNQTE KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION, MEETINGS, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Draft Date: 10 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE096633
Document Source: CORE
Document Unique ID: 00
Drafter: EUR/SOV:MTDIXON:BG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760051-0905
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760262/aaaaccpe.tel
Line Count: 68
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAY 2004 by BoyleJA>; APPROVED <30 JUN 2004 by morefirh>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED "VISIT USA" PROGRAM FOR THE USSR
TAGS: ETRD, ACOM, UR, US, AMERICAN EXPRESS, (CLARK, HOWARD)
To: LENINGRAD
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006